

Heath Weaver

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Dynamic marketing professional with over 10 years of experience in digital strategy, brand development, and team leadership. Proven track record of driving growth through innovative campaigns and data-driven insights. Passionate about leveraging technology to connect brands with their audiences, aiming to bring creativity and strategic vision to your team.

Career

Managing Director at Essence of Email

2019-Jun – 2024-Apr | US/Remote

- Drove growth by overhauling customer segmentation and email strategies, boosting client revenue by 34% through advanced performance marketing techniques.
- Scaled revenue by implementing AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Demonstrated strong analytical skills by implementing a matrix-based forecasting system using AI for scenario analysis, optimizing ROI tracking.
- Operated independently yet collaboratively, reorganizing teams to better meet client needs, improving client satisfaction by 10%.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote

- Drove growth by developing and implementing marketing assembly lines for 15 SaaS products, enhancing sales enablement and contributing to streamlined product launches.
- Scaled revenue through the creation and delivery of a Sales boot camp, improving sales team capabilities and directly impacting sales effectiveness.

Managing Partner & Co-Founder at The Specialists Agency & Retorica

2013-Jul – 2017-Jul | Remote

- Drove growth and scaled revenue by developing and implementing client-centric e-business strategies for Motorola and Virgin Wines, enhancing their digital presence and market share.
- Advanced performance marketing skills by optimizing digital campaigns through A/B testing and ROI tracking, resulting in significant improvements in client engagement and sales.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Drove growth and scaled revenue by 75% through strategic e-commerce and digital marketing initiatives, leveraging advanced performance marketing and optimization techniques.
- Implemented a conversion optimization program and LinkedIn B2B automation, enhancing ROI tracking and increasing sales leads, demonstrating a strong analytical mindset and expertise in A/B testing.

Head of Search Engine Marketing, Europe at Sony Electronics

2007-Jun – 2010-Feb | Brussels

- Drove growth by scaling revenue through strategic SEM campaigns, achieving a 300% increase in direct sales over three years, aligning with e-commerce growth objectives.

- Advanced performance marketing by optimizing paid media campaigns, reducing ad costs by 5% while significantly increasing sales, demonstrating strong analytical skills and ROI tracking expertise.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Drove growth by developing a 'locomotive' strategy that increased VAIO's operational profit from 0% to 5% in 3 years, directly contributing to a profitability turnaround noted in Sony's annual report.
- Scaled revenue by 300% while reducing costs by 5% through strategic Cost of Sales ROI strategies, demonstrating a strong analytical mindset and expertise in ROI tracking.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity and supporting strategic decision-making with detailed financial insights, aligning with advanced analytical skills and ROI tracking expertise.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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